



U.S. Army 2005 MWR Leisure Needs Survey Results

Red River Army Depot Texas

BRIEFING OUTLINE

Red River Army Depot

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

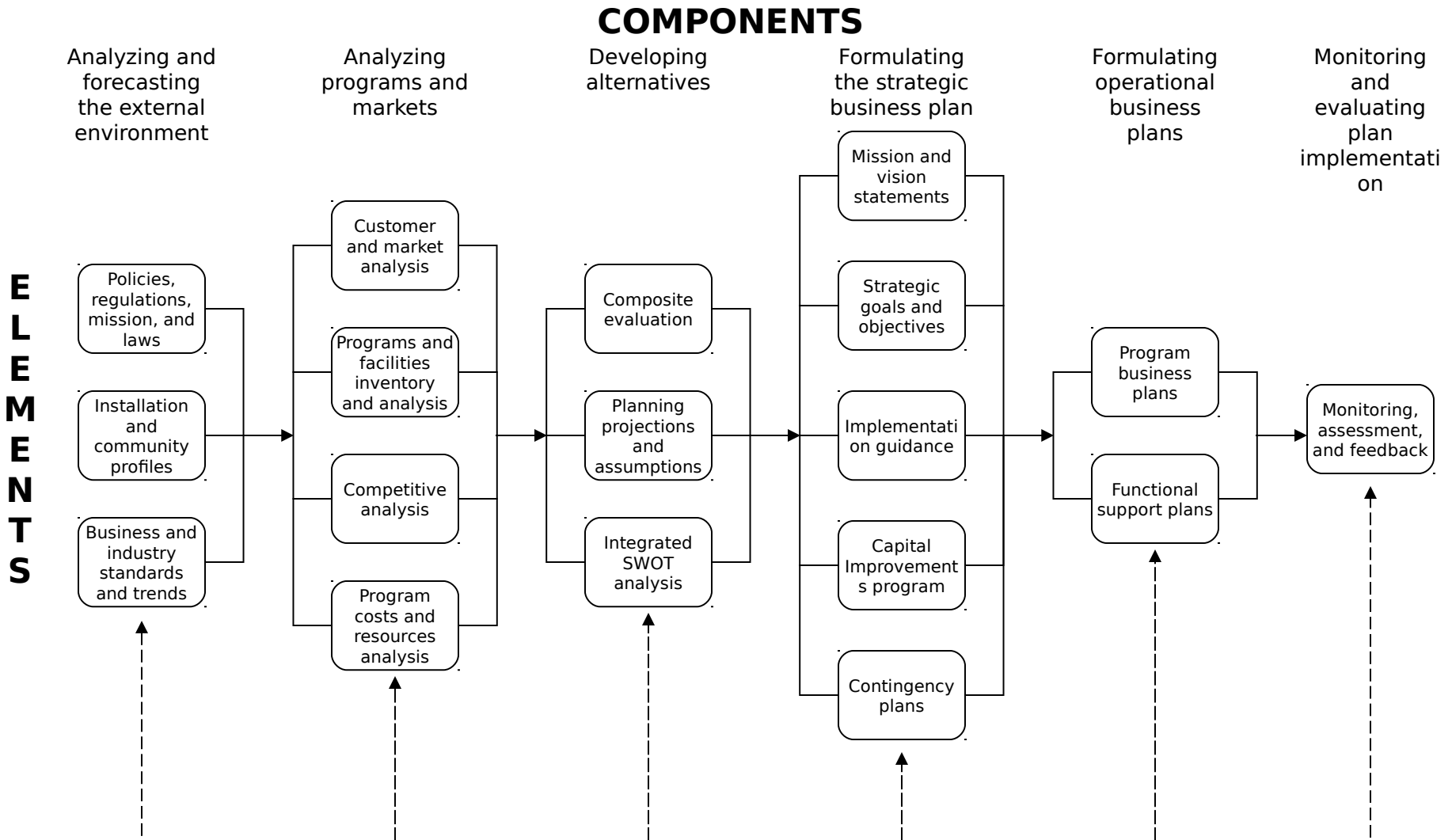
- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

Red River Army Depot

MWR STRATEGIC BUSINESS PLANNING MODEL

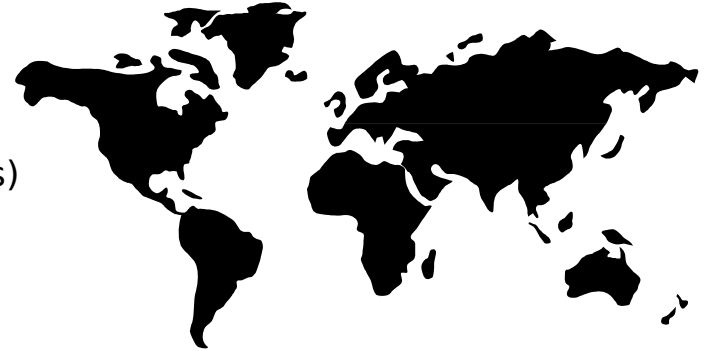


METHODOLOGY

Red River Army Depot

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,438 surveys were distributed at Red River Army Depot



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Red River Army Depot

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Red River Army Depot:					
Active Duty	5	5	4	80.00%	±21.91%
Spouses of Active Duty	42	51	5	9.80%	±41.14%
Civilian Employees	2,500	857	215	25.09%	±6.39%
Retirees	549	525	91	17.33%	±9.38%
Total	3,096	1,438	315	21.91%	±5.23%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

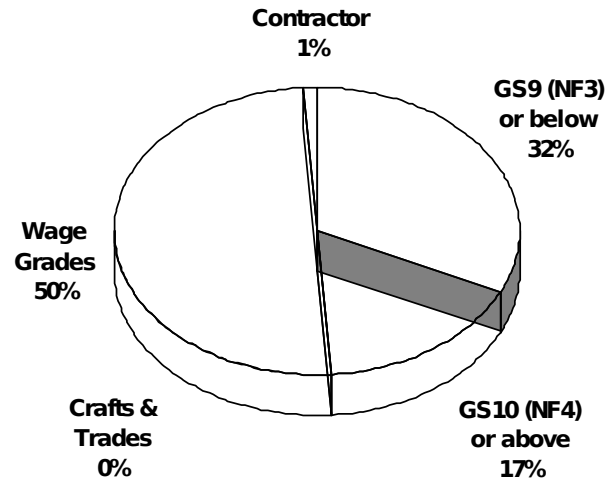
PATRON SAMPLE*

Red River Army Depot

RESPONDENT POPULATION SEGMENTS

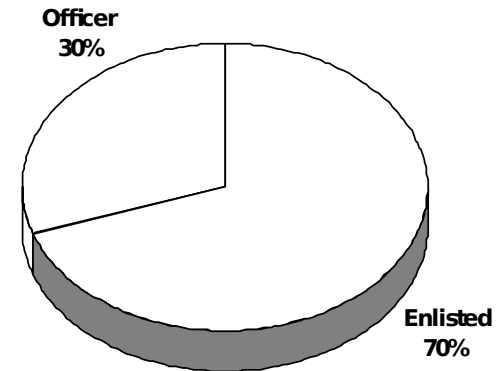
CIVILIANS

(n = 207)



RETIREES

(n = 66)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Red River Army Depot

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT RED RIVER ARMY DEPOT

Red River Army Depot

MOST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	20%
Post Picnic Area	15%
Fitness Center/Gymnasium	11%
ITR - Commercial Travel Agency	3%

LEAST FREQUENTLY USED FACILITIES

ITR - Commercial Travel Agency	3%
Fitness Center/Gymnasium	11%
Post Picnic Area	15%
Cabins & Campgrounds	20%

MWR PROGRAMS & FACILITIES: SATISFACTION AT RED RIVER ARMY DEPOT*

Red River Army Depot

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Cabins & Campgrounds	4.01
Post Picnic Area	4.01
Fitness Center/Gymnasium	3.96
ITR - Commercial Travel Agency	3.54

FACILITIES WITH LOWEST SATISFACTION RATINGS*

ITR - Commercial Travel Agency	3.54
Fitness Center/Gymnasium	3.96
Post Picnic Area	4.01
Cabins & Campgrounds	4.01

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT RED RIVER ARMY DEPOT*

Red River Army Depot

FACILITIES WITH HIGHEST QUALITY RATINGS*

Cabins & Campgrounds	3.99
Post Picnic Area	3.99
Fitness Center/Gymnasium	3.97
ITR - Commercial Travel Agency	3.47

FACILITIES WITH LOWEST QUALITY RATINGS*

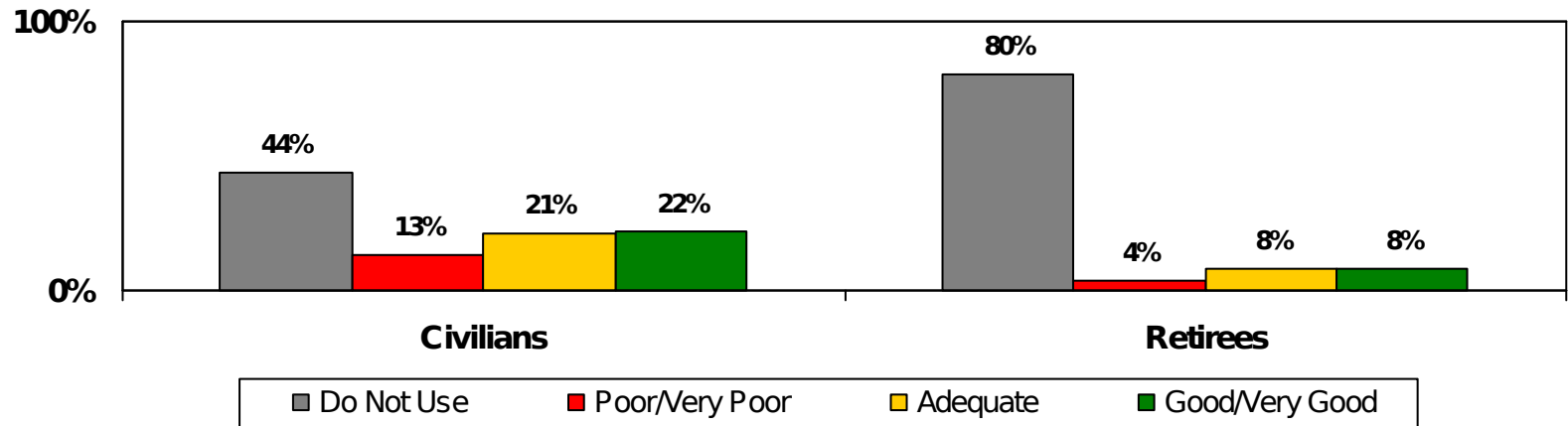
ITR - Commercial Travel Agency	3.47
Fitness Center/Gymnasium	3.97
Post Picnic Area	3.99
Cabins & Campgrounds	3.99

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

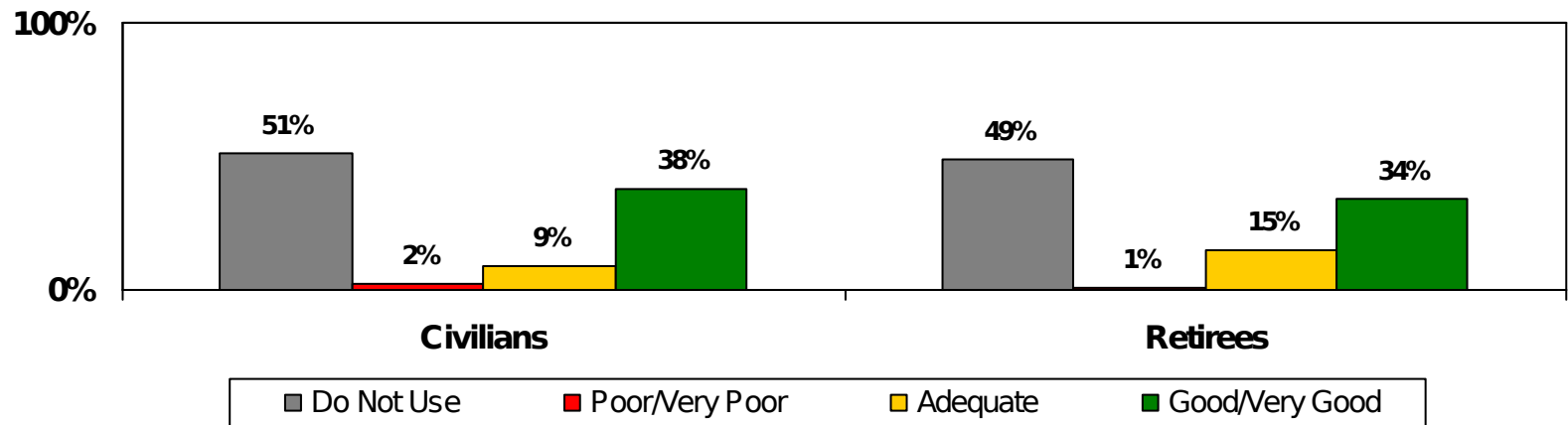
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Red River Army Depot

Quality of On-Post Services



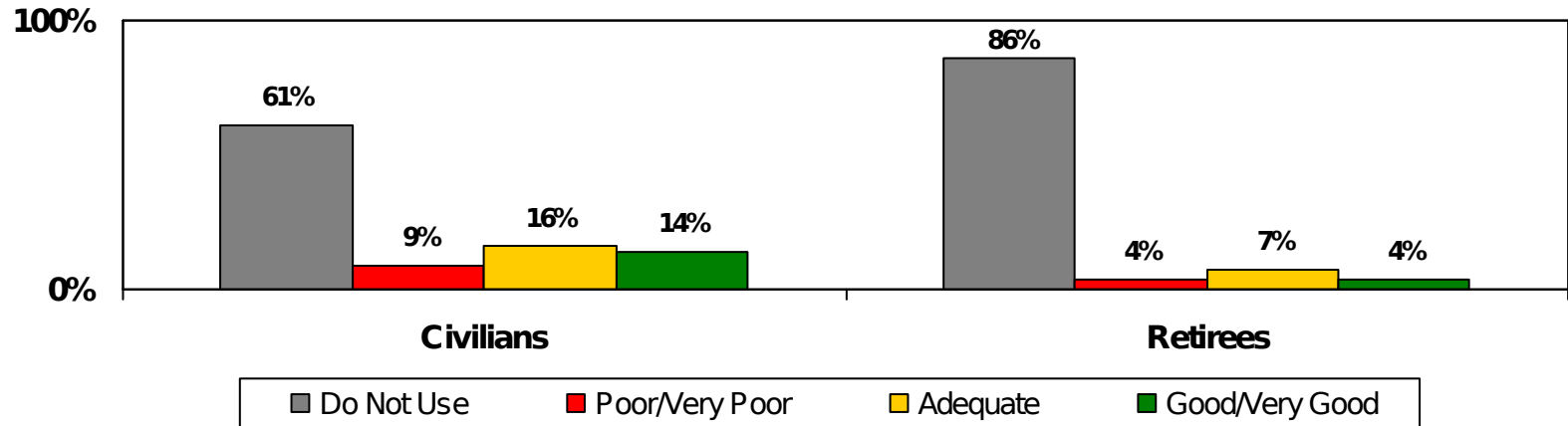
Quality of Off-Post Services



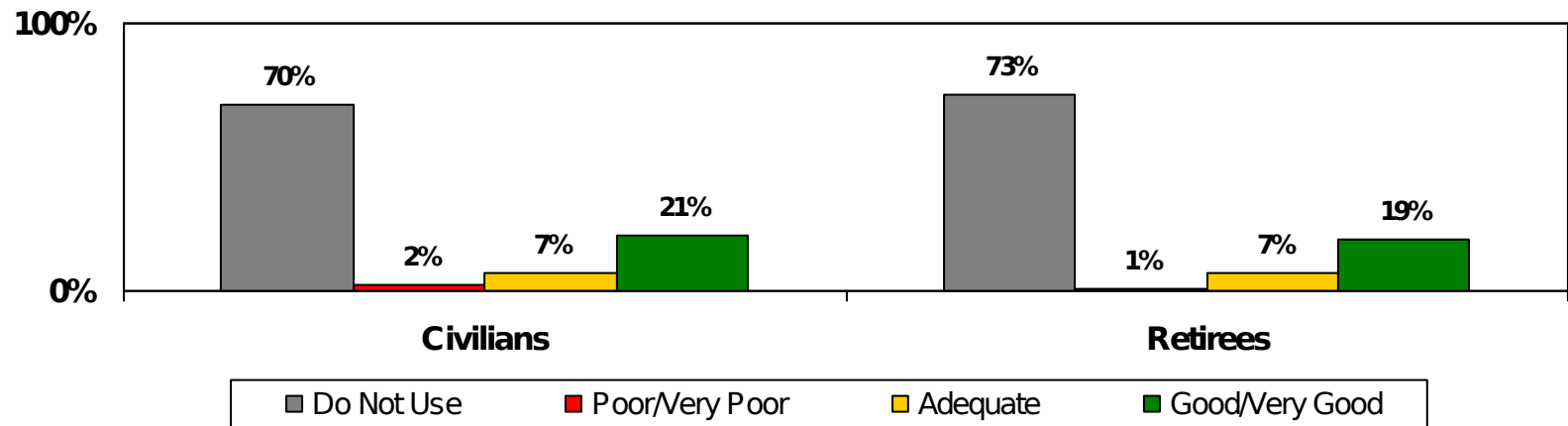
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Red River Army Depot

Quality of On-Post Services



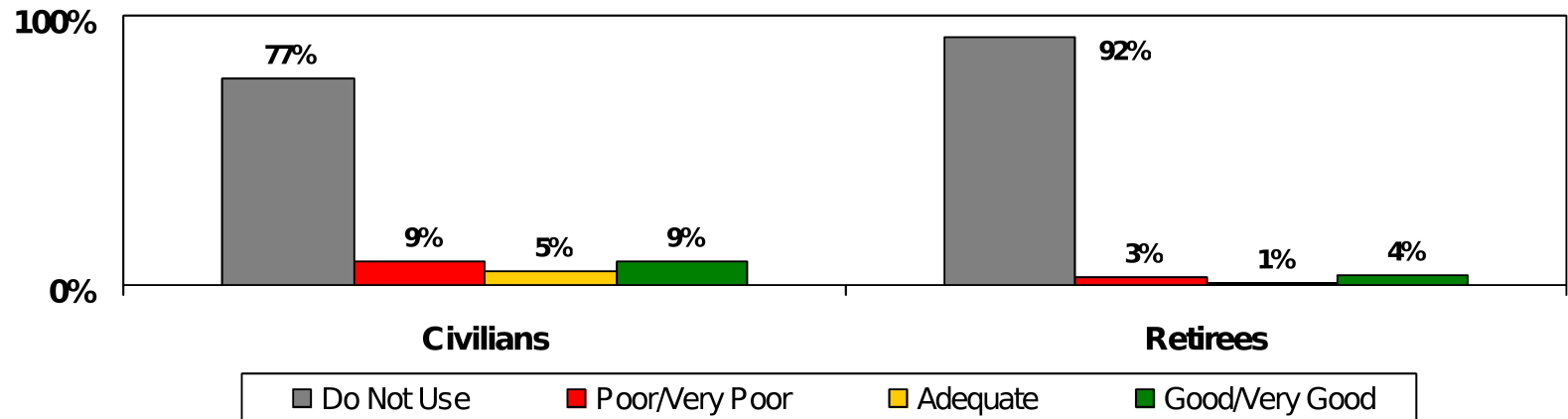
Quality of Off-Post Services



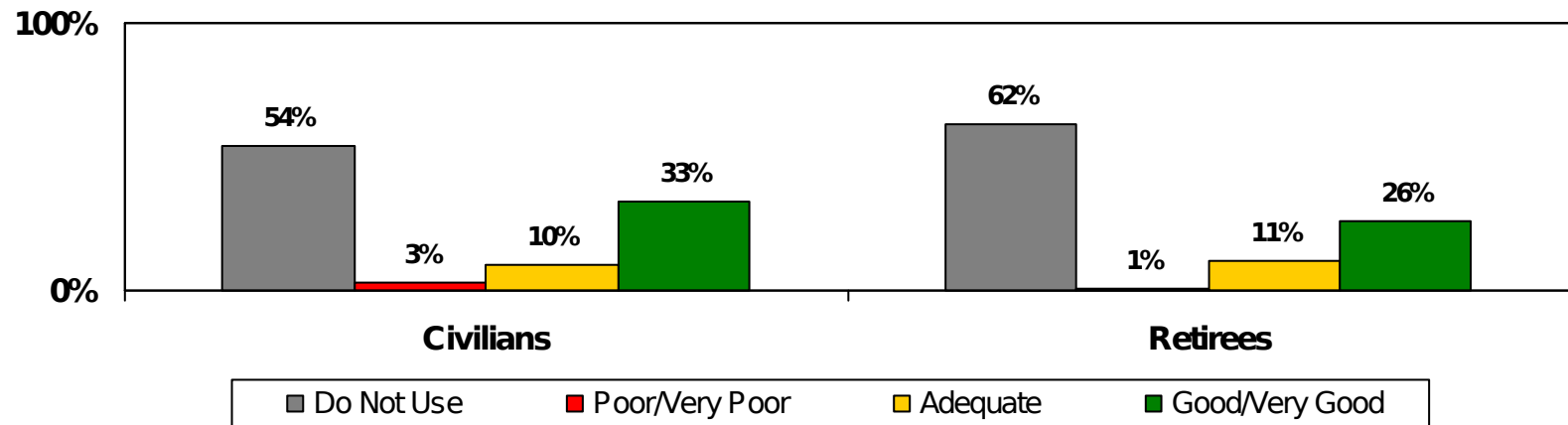
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Red River Army Depot

Quality of On-Post Services

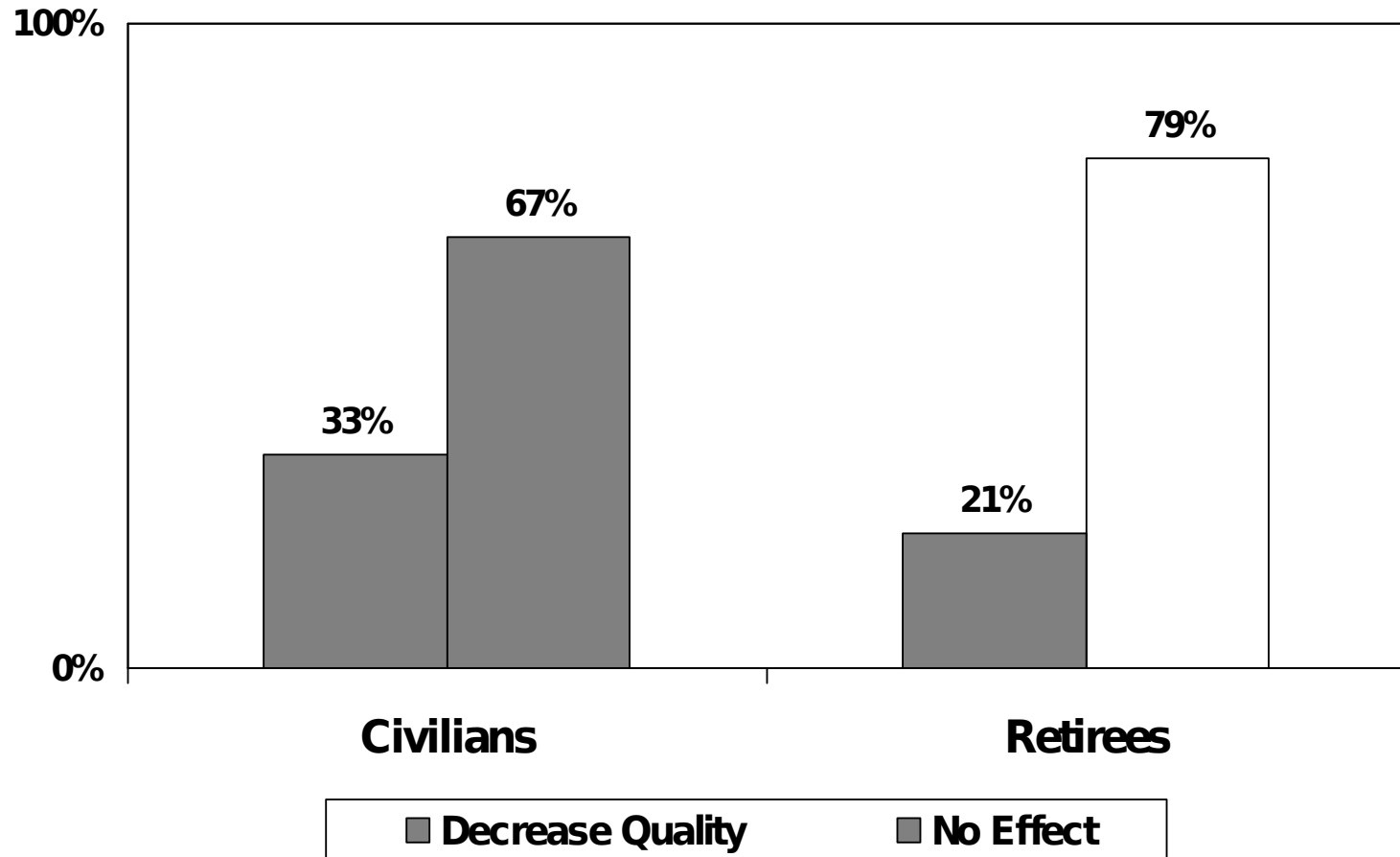


Quality of Off-Post Services



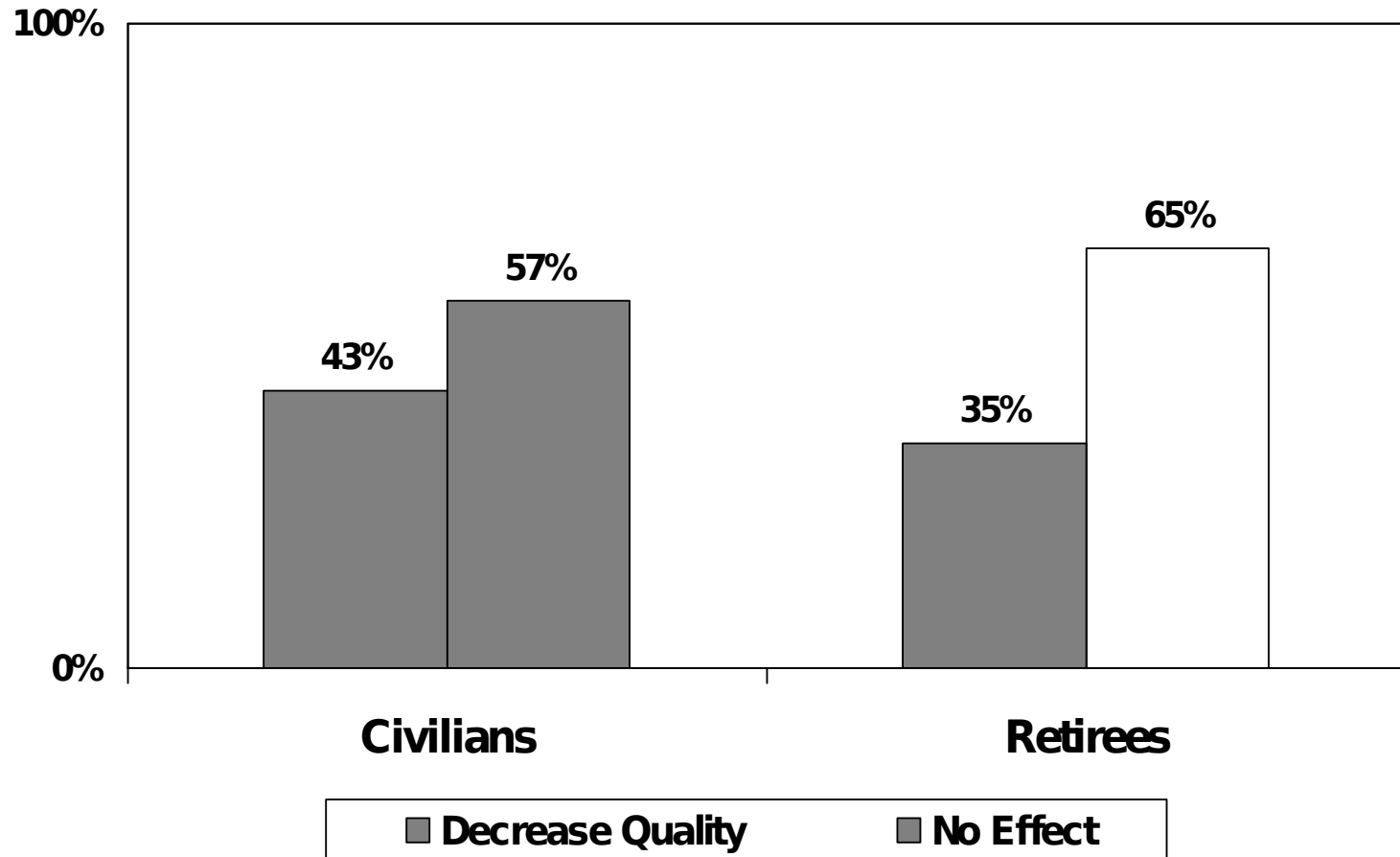
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Red River Army Depot



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Red River Army Depot



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Red River Army Depot

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Cabins & Campgrounds	69%
Fitness Center/Gymnasium	65%
Army Lodging	52%
Post Picnic Area	48%
Child Development Center	43%
Swimming Pool	39%
Youth Center	38%

Car Wash	62%
Arts & Crafts Center	57%
Bowling Pro Shop	52%
Golf Course Pro Shop	52%
Bowling Center	43%
Clubs	42%
Bowling Food & Beverage	39%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	14%	1%	12%
E-mail	47%	4%	40%
Friends and neighbors	16%	14%	16%
Family Readiness Groups (FRGs)	0%	1%	0%
Bulletin boards on post	26%	5%	23%
Post newspaper	29%	10%	26%
MWR publications	20%	11%	18%
Radio	1%	4%	2%
Television	2%	4%	3%
My child(ren) let(s) me know	1%	1%	1%
Other unit members or co-workers	23%	5%	20%
Unit or post commander or supervisor	9%	3%	8%
Marquees/billboards	2%	3%	2%
Flyers	13%	5%	12%
Other	10%	12%	10%
I never hear anything	13%	58%	20%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Red River Army Depot

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	79%
Entertaining guests at home	57%
Special family events	53%
Fishing	50%
Internet access/applications (home)	49%
Going to movie theaters	45%
Gardening	41%
Walking	41%
Going to beaches/lakes	41%
Attending sports events	39%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	60%
Special family events	58%
Fishing	53%
Internet access/applications (home)	52%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	71%
Gardening	51%
Entertaining guests at home	37%
Fishing	35%
Walking	33%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	13%
Softball	13%
Volleyball	9%
Touch/flag football	5%
Self-directed sports tournaments	4%

Outdoor Recreation

Fishing	50%
Going to beaches/lakes	41%
Picnicking	30%
Camping/hiking/backpacking	29%
Hunting	25%

Social

Entertaining guests at home	57%
Special family events	53%
Dancing	23%
Specially arranged shopping trips	23%
Night clubs/lounges	21%

Sports and Fitness

Walking	41%
Cardiovascular equipment	28%
Bowling	22%
Weight/strength training	17%
Running/jogging	13%

Entertainment

Watching TV, videotapes, and DVDs	79%
Going to movie theaters	45%
Attending sports events	39%
Live entertainment	34%
Festivals/events	32%

Special Interests

Internet access/applications (home)	49%
Gardening	41%
Automotive detailing/washing	35%
Automotive maintenance & repair	33%
Computer games	29%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Red River Army Depot

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	13%	N/A	13%
Reading	9%	N/A	9%
Internet access/applications (home)	8%	4%	49%
Fishing	7%	43%	50%
Walking	7%	35%	41%
Multimedia (videos, DVDs, CDs)	6%	N/A	6%
Going to beaches/lakes	6%	35%	41%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	4%	38%	49%
Gardening	0%	4%	37%	41%
Automotive detailing/washing	0%	8%	27%	35%
Automotive maintenance & repair	1%	7%	25%	33%
Computer games	1%	5%	23%	29%
Digital photography	1%	7%	16%	23%
Trips/touring	0%	17%	0%	17%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

Red River Army Depot

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)